# A *rich, green, glorious state—Wisconsin*

MELLOW with tradition, rich in beauty and resources, Wisconsin's rolling hills of forest and meadowland form one of the most favored regions in America. Twenty-five hundred lakes sparkle amid its whispering forests. Its sandy shores are washed by the blue waters of Lake Michigan and Lake Superior. Its brooks and rivers go laughing down to the blue upper reaches of the Mississippi.

Here was the Indians' happiest hunting ground, the land of richest promise to the French voyageurs. Today it is a northern playground for the entire Nation. It is, besides, one of the richest dairylands on earth. And its cities, the steady growth of generations of social and industrial experience, are powerful world-famed communities. Wisconsin stands first in production of:

MILK: 9,062,000,000 pounds annually; farm value, $187,857,000.

CHEESE: 338,305,000 pounds; value $75,550,000. 70% *national total.*

CONDENSED DAIRY PRODUCTS: Almost one-third America's full output. Value $40,204,000.

MANUFACTURED DAIRY PRODUCTS: Value $244,865,000.

FARMING: First in silage, peas, hemp, clover and pure-bred seed. Only North Central state where farms increased in number between 1920 and 1925. Dairy farms, 178,000; milch cows, 2,050,000. Sixth in total value of agricultural products, though twenty-fifth in area and thirteenth in population. Highest average yield of farm crops. The extraordinary variety of products includes a valuable tobacco crop.

INDUSTRY: World's largest production of aluminum kitchen utensils. Ranks among leading states in production of fiber, wood and metal furniture; farm implements, automobiles, textiles; paper and paper products; paints, varnishes and stains.

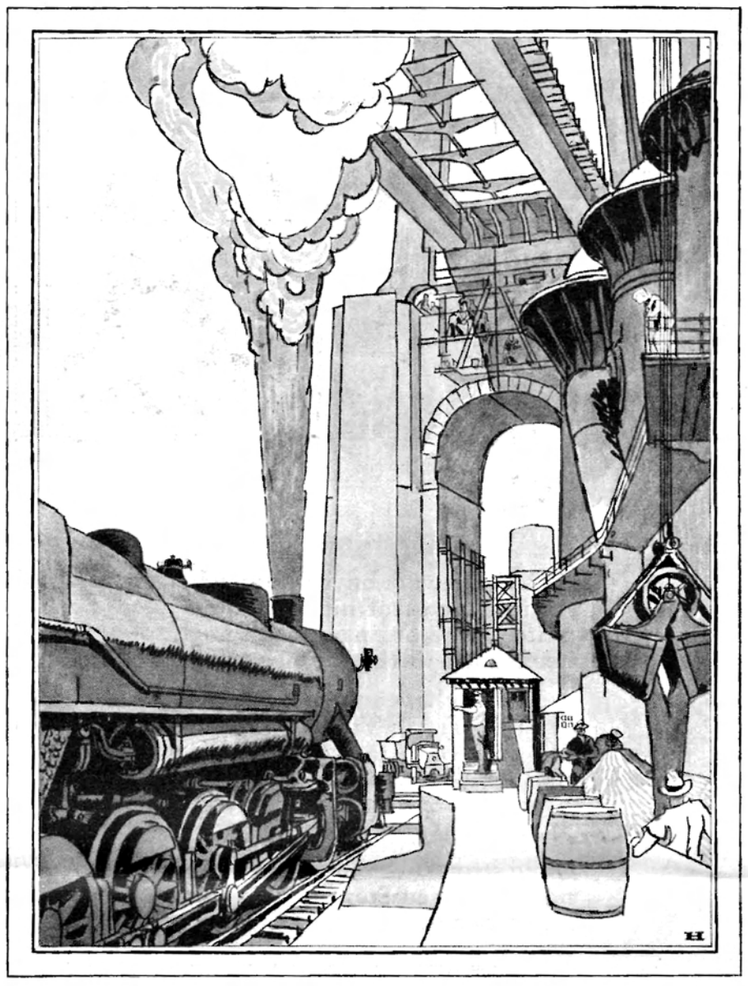
MILWAUKEE: Probably the best balanced industrial city in the world. Population of metropolitan area, 750,000. *Trade depressions and industrial slumps are virtually unknown.* Lowest death rate of any major American city; lowest percentage of crime. One of the greatest construction and repair railroad plants is maintained here by the Chicago, Milwaukee & St. Paul Railroad.

### *Young in opportunities*

Wisconsin is not new country—except in its ever-fresh opportunities.

It is one of the most delightful and livable regions. Young forests cover vast areas, affording shelter to a great variety of birds and wild game. The lakes and streams are world-famous as the habitat of trout, bass, and the gamiest of fresh water fish—the tiger muskellunge. It is directly accessible to four major cities—Minneapolis, St. Paul, Milwaukee and Chicago; and its smaller cities have a cultural and industrial background that is traditional.

A new rush has commenced into Wisconsin. The nation-wide demand for water-frontage has discovered its extensive sandy shores, its sunny lakes in the depths of glorious forests, its nearness to great cities. All business is prospering mightily as the tide rolls in.

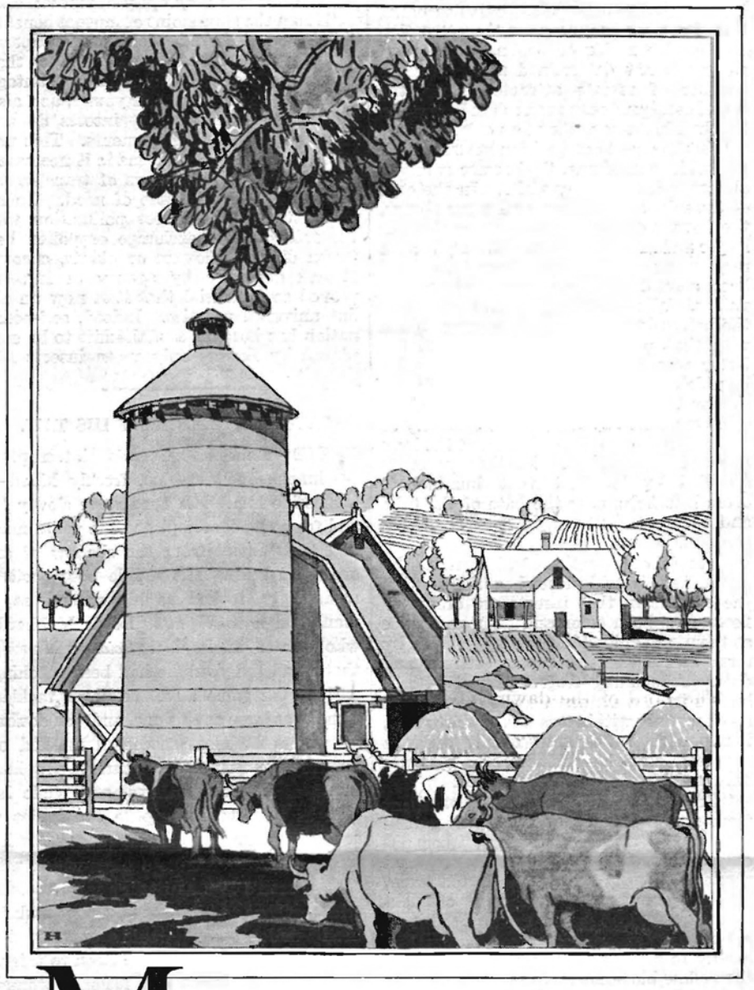


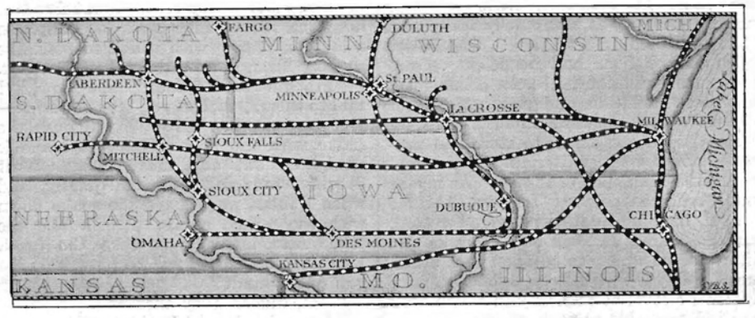
*SHORTEST AND MOST MODERN ROUTE TO THE PACIFIC AND FAR EAST*

# The MILWAUKEE ROAD




*The recognized route between Chicago, Milwaukee and Twin Cities, Kansas City, Omaha, Des Moines, Sioux City, Butte, Spokane, Seattle, Tacoma*






### *Where the road began*

RAILWAY building began in 1851 with 20 miles of track from Milwaukee to Waukesha—extending later to Madison, and then to Prairie du Chien. *This line, linking Lake Michigan with the Mississippi, was the forerunner of the vast Chicago, Milwaukee & St. Paul system.*

The Milwaukee Road is now over 11,000 miles long, employing 60,000 people. It extends a network over all the enormous block that forms the northwestern fourth of the United States—from Chicago to Kansas City, Sioux City and Omaha; to Minneapolis, St. Paul and Duluth; to Milwaukee, the Upper Michigan Peninsula, the Black Hills, all the Northwest, Puget Sound, the Olympic Peninsula and the Pacific.

Growing with the great body that forms the agricultural, industrial and commercial life of the farther Middle States and all the Northwest, the Milwaukee Road has extended its trunk lines, spurs and feeders into the richest and most beautiful regions of this section of the continent. Carrying farm implements, machinery, tools, seeds, pure-bred stock, and people in an endless stream, it brings new life to the Northwest. Across the Belt, Bitter Root, Rocky and Cascade Ranges, to shipside—it is electrified. A new pioneer step is the *equipping of its passenger cars with roller bearings.*

### *See it on your way to the Coast*

When you make your next western trip, take this wonderful route. You will see the most diversified scenery in America—the golden plains—lush dairy country—three of the greatest rivers in the world—four tremendous mountain ranges—the glories of Puget Sound—truly an empire of immeasurable opportunities!

TO PUGET SOUND
THE CHICAGO MILWAUKEE AND ST. PAUL RAILWAY
ELECTRIFIED

**Room 884, Chicago, Milwaukee & St. Paul Railway Union Station, Chicago, Ill.**

Make a check before the region that interests you. We have the closest co-operation with Chambers of Commerce and other business organizations who will supply you with detailed information.

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- ☐ Inland Empire
- ☐ Industrial Montana
- ☐ Kansas City
- ☐ Agricultural Montana
- ☐ Eastern Dakotas
- ☐ Omaha—The Western Gate
- ☐ Minneapolis-St. Paul
- ☐ Wisconsin
- ☐ Iowa
- ☐ Upper Missouri R. Valley

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